

# QUILL



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## THE CORN BELT FARM DAILIES

GENERAL OFFICE: UNION STOCK YARDS, CHICAGO 9, ILLINOIS

CHICAGO DAILY DROVERS JOURNAL • KANSAS CITY DAILY DROVERS TELEGRAM  
OMAHA DAILY JOURNAL-STOCKMAN • ST. LOUIS DAILY LIVESTOCK REPORTER

THE - PUBLICATIONS - OF - THE - LIVESTOCK - INDUSTRY

# THE QUILL

A Magazine for Writers, Editors and Publishers

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No. 4

## Victory—Joy and Challenge

**S**IGMAN DELTA CHI shares the universal joy of free men in victory. As journalists, its members were closer to war than most civilians. They saw the battles as correspondents, they gauged the news for headlines and for broadcast. They know we have put down "a revolt against civilization itself."

The fraternity also shares a common personal cause for happiness. Its young men—and its prospective young men—are coming home. With discharge roughly based on seniority of service, the academic year of 1945-46 should see more upperclassmen than most campuses have known since Pearl Harbor. Reinforcement of decimated junior and senior ranks means new undergraduate life for Sigma Delta Chi.

**B**UT even when the immediate months have told their story in registration figures, a big unknown remains. These will not be the usual undergraduates. The first of college age to be discharged will be mostly front line fighting men. They have seen action of an intensity and a savagery experienced by relatively few Americans in 1917-18.

No civilian—even such experts in youth as college administrators and teachers—can know exactly what these youthful old soldiers will want of life or seek in college. Their first instinct will no doubt be to become people again—civilian people—as quickly as possible. After that they probably will make a more serious college generation than those who returned to campus after 1918 to misread F. Scott Fitzgerald and learn to be bond salesmen.

One thing looks certain. Even the valor of these young men will not have resolved the world's headaches beyond need of further doctoring. Competent and courageous journalism will be needed as never before. With its strength among the leaders and journeymen of the profession and its chapters on the nation's most vigorous campuses, Sigma Delta Chi faces a magnificent opportunity.

Frank Thayer in this issue asks the undergraduate chapters to be ready. It is a time for all of us—academic alumni and the professional newcomers whose presence the fraternity values so highly—to be ready.

## Competition Is Where You Make It

**F**IFTY years ago this summer A. Q. Miller (Kansas Professional '37) became an editor. For 41 years he has published the Belleville (Kan.) *Telescope*. With an understandable nostalgia for "the horse and buggy days" of his start, he recalls his half century in an editorial on "My Great Adventure."

It was an adventure, experienced without leaving Republic County. A printer, he became an editor by the transfer of "a sheaf of notes, a chattel mortgage and \$20 in cash saved from a \$6 a week printer's wage." So have thousands of others—it is still possible although highly improbable—but the Miller family and their *Telescope* have been exceptional.

Publisher Miller is the father of four Sigma Delta Chi sons, including a former national president, Carl, manager of the Pacific Coast edition of the *Wall Street Journal*. A. Q. Jr. manages a California daily and Merle and Luman stuck with the *Telescope*.

The *Telescope* has won national awards in its weekly class for excellence in editorial content, advertising and circulation. An "ear" in the upper right of the editorial page lists its honors proudly. Another ear in the upper left of the same page tells the rest of the story.

The *Telescope*, founded in 1870, has absorbed thirteen other papers in Republic County, ranging in establishment from 1878 until 1923. We pass the idea along to the metropolitan city room boys who do their eight hours and go home fretting about the pace.

## An Emergency Becomes Permanent

**W**ITH this issue, Carl R. Kesler (Beloit '20) formally assumes editorship of THE QUILL. With other officers of the fraternity, he had helped edit the magazine since the death a year ago of Ralph Peters. The permanent appointment was made by the Headquarters Committee with the approval of President Willard R. Smith.

A graduate of Beloit College, the new editor was reporter and city editor of the Quincy (Ill.) *Herald-Whig* before going to the Chicago *Daily News* just 20 years ago. He has been assistant city editor of the *Daily News* and is at the moment editor of its state edition.

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Hightower, together with AP reporters like him all over the globe, are presenting the clearest and most penetrating reports of the days news ever known.

## AP THE BYLINE OF DEPENDABILITY



# Lest We Forget Dachau!

By E. Z. DIMITMAN

**T**HE American public, I am afraid, has a short memory. We want to forget, if not forgive, as quickly as possible.

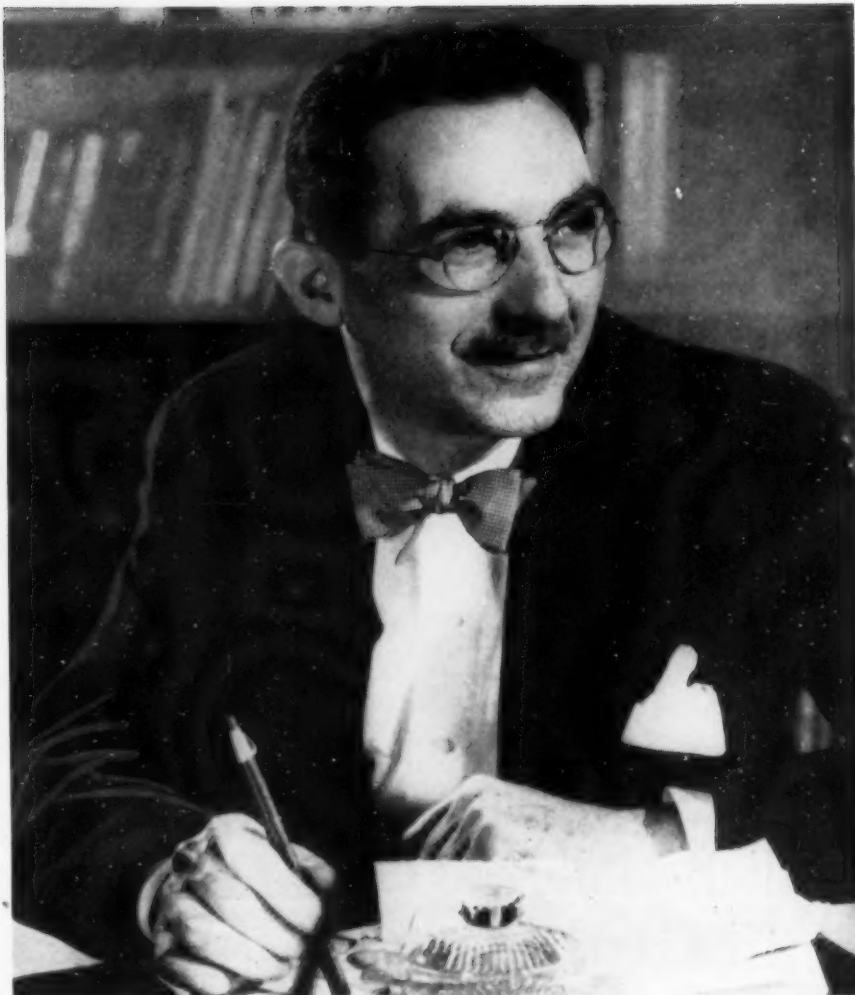
Anger and hatred gripped our people following the sneak attack on Pearl Harbor, the execution of the Doolittle fliers, the Death March of Bataan. Time and other problems have dissipated that anger and hatred.

It has been my feeling, since the return of our group from visits to the German concentration camps at Buchenwald and Dachau, that the American public never has fully grasped the horrors and the significance of those atrocities and crimes. Not that the American people did not believe their newspapers and their motion pictures.

**A**PPARENTLY, the story was so horrible that the average American shunted it aside, refused to think about it. Too, the stories and pictures of the liberation of these mass murder factories were unfolded at a time when everyone's mind was on Victory. Everyone knew that V-E Day was just a matter of days—weeks at the most. In victory the American people always desire to be generous and forgiving.

These circumstances, I believe, have denied us a full realization of the German character, background and philosophy.

Everything should be done to cause the American people to interest themselves in this subject—not in a spirit of hatred



**HE REMEMBERS DACHAU**—E. Z. Dimitman returns from V-E Day Germany to his Chicago Sun desk to urge that books and motion pictures, as well as newspapers and magazines, make sure America remembers that the Nazi outrage can happen again.

or revenge, but as a safeguard against future aggressions by the German people.

There is a job ahead for all of us, newspapers and magazines, the motion picture

industry and radio, the schools and colleges, for writers and lecturers, and for our government itself.

**N**EWSPAPERS have told the story, truthfully and completely, but how many readers have read them and have realized their true meaning? Their true meaning to us and their true meaning to those to follow us? News reels have given brief views of the horror camps but how many people have sat through them and how many people have understood the full significance of what they saw?

We must not forget and we must not forgive.

The Army Pictorial Service has a 55-minute motion picture entitled "German Atrocities Unexpurgated." Every American should be asked to see this picture. It should be made available everywhere. It should be shown at every luncheon meeting, at every club gathering, at every convention, in every classroom, in every church and at every post of the armed forces.

It should be shown now.

For the next twenty years a week or a month should be set aside each year when this gripping, dramatic portrayal of German brutality should be reshown throughout America.

(Concluded on page 10)

**A** MAN who has been on major newspaper desks for nearly 20 years knows how quickly John Q. Public forgets. When the man happens to be one of the small group of American editors chosen to inspect Nazi concentration camps while the horror was still fresh, he has extra reason to fear this short memory.

E. Z. Dimitman saw Buchenwald and Dachau and he will see them all his life. He wants American newspapers to help make sure we do not forget. His practical proposals are all the stronger because "Dimmy" himself is anything but a fire-eater. Executive editor of Marshall Field's Sun, he conceals editorial smartness and toughness behind a mild voice and a scholar's stoop.

A New Yorker by birth and a Philadelphian by education, Dimitman reported for the Philadelphia Press, North American, Public Ledger and Inquirer from 1920 until 1927. He became night city editor of the Inquirer in 1927, city editor in 1933 and executive editor in 1939. In 1943 he came west to the Sun. He was elected a professional member of Sigma Delta Chi by the Chicago Headline Club a year later.



Earl English

**S**UPPOSE you ask someone to start reading the following 24-point headline in a newspaper. You limit his reading time to half a second:

## FBI Arrests Alien Sailor In Carthage

Then you ask the reader to write down immediately what he saw in the headline. Ask several others to do the same thing. Here are specimen responses of university undergrads and graduate students, with incorrect words in italics:

FBI Arrests Alien Sailor in Charge  
FBI Arrests Alien in Chicago  
FBI Arrest Sailor  
FBI Arrests Alien Sailor on Charge  
FBI Arrests Alien Soldier in Chicago  
FBI Arrests Alien on  
FBI Arrests Aliens in Chicago  
FBI Arrests Sailor in Alien Charge  
FBI Find Alien Sailor  
FBI Arrests Alien in Charges  
FBI Arrests Alien Soldier in Carthage

**N**OW call in another group to read the same headline under similar conditions, but this time see that it is set in a different type face. Suppose that this time there is a tendency for greater accuracy. The words *soldier*, *charge*, and *Chicago* appear less frequently for the correct sailor and Carthage.

Two obvious possibilities may account for the differences: Either the second group is composed of better readers or the second type is easier to read. If one can isolate by statistical methods the effects of differences in reading ability and headline difficulty, while at the same time controlling many other factors involved in the experiment, it is possible to show that some type faces in headline form and size are read with greater facility than others.

# What Makes Headlines Readable?

## He Likes Cheltenham and She Likes Bodoni But Science Suggests Proof

By EARL ENGLISH

This is of course an over-simplification of the method I have actually used to study the comparative readability of type faces commonly used in setting newspaper headlines.

While the reader may be more interested in actual results of such tests, only three faces have been analyzed and these results are reported in some detail in another source.<sup>1</sup>

**T**O summarize them briefly:

Representative families from three great type groups commonly used in newspaper headlines were studied. A sans-serif bold family, a square serif bold family and a roman bold (Bodoni), all from the same matrix manufacturer, were studied.

The sans-serif and Bodoni were found to be equally readable, but the square serif was 21 per cent less readable than the other two. Readers made twice as many errors in reading the square serif type as they did in reading either of the other two.

One should not conclude from this, however, that all square serif, sans-serif, and roman families would fare the same in this test. A type family might well show a difference in readability when compared with others, both inside and outside its own great group.

By means of the same method headlines in Cheltenham bold capitals were found to be 18 per cent less readable than headlines in caps and lower case in this family. Condensed Cheltenham suffered no loss over the regular. This is in almost exact agreement with another Cheltenham headline study made by other experimenters.<sup>2</sup>

Again we should not conclude that the capitals in all families of type are 18 per cent more difficult to read than when set in lower case. Moreover, the purpose here is to outline the method and discuss some of the implications.

**T**HE word "readability" now refers to the ease with which type may be read,

**A**S modern sales technique has concerned itself more and more with visual appeal—whether in sheerness of nylon stocking or color photography in advertising itself—newspapers have become increasingly conscious of their headlines. Editors have experimented prayerfully with new type faces. There is a steady trend from the time-honored stepped headline to the flush left caption that both "looks modern" and is easier to produce.

Newspaper proprietors have watched reader reaction eagerly. But their primary reasoning for or against change has been sentimental or aesthetic. They change because "the new type looks better." They keep the old because "people are used to it." These are sound working reasons but they are not susceptible to objective proof as science understands proof.

Is it possible to measure readability of various type faces and sizes scientifically? Can it be shown, by methods reasonably immune from human error, that one type is easier—i. e., quicker—to read than another? Earl English, associate professor of journalism at the University of Missouri, has evolved a test to meet scientific objectivity. He won the fraternity's 1944 Distinguished Service Award for his research.

This article describes his method and attempts to explain to the layman something of the controls employed to rule out the variables, as a physician would rule them out in testing a new serum. It is a picture of method and not an answer.

Even if psychologists were able to measure readability of type as accurately as a government gauger fixes proof to whiskey, it may not matter a lot to a publisher whose readers still wear vestigial buttons on their coat sleeves and honestly fear to drink milk with fish.

Earl English concedes this cheerfully for he is both newspaperman and scientist. He worked part of his way through college as a linotype operator. He has reported on weekly and daily newspapers. He holds a doctor's degree in psychology and teaches journalism. He became a professional member of Sigma Delta Chi while on the faculty of the University of Iowa before his transfer to Missouri last May.



# esReadable?

and obviously there are methods by which it may be measured other than by speed of reading, or the work out-put method.

Readability may be gauged with varying degrees of confidence by investigating either the pulse rate, blink rate, or the various symptoms of eye fatigue. In addition one may ascertain the minimum amount of illumination necessary to read a type design or the farthest distance at which it may be read.

Investigators are not in accord on the validity of these methods<sup>4</sup> but they are agreed in general that if differences can be found by the work out-put method, these differences may be looked upon as representing valid indications of comparative readability.

Let us then see how this test is administered under practical conditions. A newspaper is considering changing its headline dress, but hesitates because it believes high sentimental and recognition values have become associated with its present typing.

If it can be shown scientifically that proposed new type is not more readable than the old or that it is definitely an improvement, this factor may be treated as an important consideration in making a judicious decision.

**LET** us set up a test that will compare not only the readability of the old type with either of two new ones but will yield data on the ease with which three different sizes of type are read in each of these faces. The key to this investigation will be a carefully devised headline reading test consisting of 18 three-line headlines, each having approximately 14 letter-units to the line. The headlines follow the traditional rules of headline writing.

As illustrated in the headline at the beginning of this article, the hasty viewing of the first two lines does not permit successful guessing of words in the last line. For words that a reader would apparently expect to find in the last line, a substitute has been made of words of somewhat similar external outline but, of course, of different internal structure (Carthage for Charge or Chicago). A distribution of the headlines as to degree of difficulty approximates the normal curve.

In effect the headlines have been systematically weighted so that any inherent weaknesses in the perceptual qualities of certain type designs will be reflected through greater reading difficulties.

**THE** 18 headlines in the test are set in three different sizes in each of the three faces under consideration. As shown in the accompanying photo, the subject sits facing a large panel on which is pasted a newspaper page. She fixes on the 3-inch square opening and touches a button which causes a headline to be briefly exposed.

The exposure time remains constant for all heads in the test, the optimum duration having been calculated by experiment on other subjects of roughly similar reading ability.

Ideally, the exposure time should be such that the fastest readers seldom read all the words in one headline correctly, yet ample enough for the slowest readers to read well into the second line.



**NOW YOU SEE IT AND NOW . . .** A subject seated before the headline "tachistoscope" concentrates on the square where another will appear to be read. She will have just half a second when the button is pushed.

**SEVERAL** controls must be exercised in this experiment. Care must be taken that the level of illumination in the room remains constant for all readers, and that there is no contrast between the pre-exposure field and the exposed field, either in distance from the reader or in level of illumination. It seems advisable to eliminate as subjects those readers whose vision by means of correction or otherwise is not 20-20 or better by the Snellen chart.

Then, too, an error can be introduced by unevenly inked headlines. To avoid this a solid plate is inked with each galley containing the headlines and the black spots studied for brightness contrast with an illuminometer. Of course all readers must have an equal number of practice trials to eliminate the wide variability that usually accompanies the first trials in any act of learning.

**CERTAIN** factors which we are unable to control are "randomized" into a Graeco-Latin square (see page 15) from which their effects may be isolated and evaluated. Notice in this experimental design table how the square affects the administration of the test to the first nine readers. Let A, B, and C stand for the three type faces under study and H<sub>1</sub> to H<sub>9</sub> stand for the individual headlines.

The first three readers comprise a group. Reader No. 1 reads the nine headlines, the first three in 14 point, the next three in 24 point and the last three in 30 point. For him Headline No. 1 had been set in Type A, No. 2 in Type B, No. 3 in Type C and so on across the row.

Reader No. 2 then reads the nine head-

lines typed as indicated except that he reads the 30 point group first, the 24 point second, and the 14 point last. All readers follow in a counter balanced order to eliminate, so far as possible, a systematic error in size evaluation.

**THE** three groups of nine readers comprise a block, and we must repeat the process with at least one more block, using the other nine headlines of the 18, to increase the reliability of our conclusions. We now sum the scores under the various headings, although instead of adding the scores themselves we total their squares.

Note that within the block every reader has read each headline without any one being repeated, and each headline has been read exactly once under each condition of size and style. The sum of squares of scores in the first three columns will yield words read in 14 point in the three styles, and columns of 24 and 30 point will be treated similarly.

Summing all the A columns for three sizes will give the grand total for that particular face and after averages have been found it may be compared with the sums of the B's and C's. Adding the rows gives reader totals, and adding diagonally through the columns enables us to extract the sum of squares due to headline differences.

**THUS** we have begun treatment of the data by analysis of variance,<sup>5</sup> a comparatively new statistical tool which lends itself ideally to this problem.

Developed in recent years by the British mathematician, R. A. Fisher, and uti-

[Concluded on page 15]



## In Havana or Bogota U. S. Editors Can Do Much for



Tom Wallace

**M**OST of the thinking that is done by United States newspapermen, and women, runs around the world between the latitudes of Hudson Bay and the boiling point of the Asiatic tropics.

That is why the 130 odd millions in the United States know little and care less about what, to me, is the major problem of the United States—solidification, unification, of the two Americas, for their welfare.

Several years ago some Latin American newspapermen began thinking of a Pan American Press Congress which might awaken the two continents to the interest they should have in each other and which might solve some of the problems of newspaper publishers. Or maybe their hope was to solve publishers' problems, incidentally to improve understanding between continents.

I did not attend the first Pan-American Press Congress, in Mexico City. I inquired about it and was, as I now see it, misled as to its importance. I did not accept its invitation, although I am devoted to Mexico and always ready go there on any pretext.

**B**Y the time the second Pan-American Press Congress was scheduled for Havana, in June, 1943, I had become sufficiently interested to attend it. I liked the group it brought to Havana. I was impressed by the vigor and industriousness of sundry Latin American delegations, although I thought a good deal of time was wasted on some business office discussions that should not have come before a body so pretentiously named.

The third Interamerican Press Congress was awarded, at Havana, to Caracas. The title was changed because the Interamerican Press Society—if you translate the title exactly—or the Interamerican Press Association, was formed in Havana, to mother the Congresses.

In Latin America it is customary to wait upon the disposition of government. In the United States we don't ask the government when the A.N.P.A., the S.N.P.A., the N.E.A. or the A.S.N.E. should

# Pan-American Unity

By TOM WALLACE

meet. But because the Venezuelan government did not want the Congress held in October or December, 1944, it was deferred till March, and again till May, 1945.

**B**UT when the Venezuelan government got ready it was ready. It appropriated the equivalent, in bolivars, of \$27,000 for entertainment of delegates, and notified guests at the Avila Hotel that they must shift for themselves during the convention, as delegates would be government guests there.

North American delegates who said it might be better for newspapers to foot bills of their representatives were told to pipe down. It seemed that when one is in Caracas one does as the Venezuelans do.

The Avila, called Nelson Rockefeller's hotel, is a charming place, ideally situated, perfectly staffed. Its bed room balconies look down upon one of the great night spectacles of South America, the lights of Caracas, a mountain valley city which here and there climbs mountainsides. Views, from midtown, of the mountains surrounding Caracas are thrillingly beautiful, especially at sunset.

Delegates were allowed to pay for their drinks, for dinner guests, cocktail parties, laundry, pressing. This taught them that

they were sojourning in a city perhaps next to Moscow in cost-of-living.

**I**t is rarely possible to say what a single convention has accomplished, but everyone in every business knows why conventions are useful. The third Interamerican Press Congress discussed many newspaper problems intelligently and seriously, among them the question of whether the Interamerican Press Association should father a Latin American press service.

North Americans—Canada and the United States—unanimously said "No." They felt that the organization's entrance into any business enterprise would be unfortunate. They believed it should exist to bring the continents closer together and to improve newspaper press practices.

Cubans wanted to form a press association. They won for Havana permanent headquarters for the association.

The next Congress was awarded to Bogota because decidedly the best Latin American delegation was from Colombia. Because the United States would be, the North American delegation believed, fortunate if it should not get the Congress prior to United States and Canada

[Concluded on page 14]

**T**OM WALLACE, editor of the Louisville Times, journeyed south to Venezuela in May when most American newspapermen were headed west for the United Nations conference. He led the North American delegation to the Third Inter-American Press Congress. Long an advocate of closer Pan-American relations, he preferred being one of twenty at Caracas to joining the 2,500 covering the big show beside the Golden Gate.

Spanish-speaking parts of the globe are an old story to Tom Wallace. He spent his honeymoon in Spain where he and his bride cultivated their Spanish by keeping well off the Baedeker track. He admits he is still having his struggles with the language. When he was taken seriously ill in a bus near Guadalajara in Mexico in 1943, he deliberately chose a nurse in a Mexico City hospital who knew no English. He got Spanish lessons for his nursing fees.

Editor of the Times since 1930, Tom Wallace is a native Kentuckian who served on newspapers in Cincinnati and St. Louis before returning to Louisville for several decades as critic and editor. His wide repertorial experience includes a world tour and other foreign assignments for newspaper syndicates. He was elected to Sigma Delta Chi by the University of Missouri chapter in 1927.

A series of articles on Mexico, written in 1928 for North American Newspaper Alliance, won him, along with Lincoln Steffens, life membership in the Foreign Correspondents Club of Mexico City for "having told truly the story of Mexico." He hopes many more American newspapers will send men to the next press meeting in Bogota better to learn truly the story of our neighbors below the Rio Grande.

# They Won No Medals and Job Had No Future But Censors Saved Lives

By THEODORE F. KOOP

**T**O the "blue pencil boys" who left newspaper and magazine desks for war-time service in the Press Division of the Office of Censorship, Director Byron Price repeatedly laid emphasis on three points:

1. Censorship is no popularity contest.
2. Censors don't win medals.
3. There is no future in the business.

Long ago the staff became reconciled to the first two notions and learned to applaud the third, looking forward to the day when the shooting stopped and censorship could come to an unlamented end. But the handful of censors in the Press Division—never more than nine—also recognized that the work was vital to victory.

**A**CTUALLY the word "censor," as used in this case, was something of a misnomer. Although it may sound like hair splitting, the Press Division did not censor in the arbitrary sense but simply counselled editors in applying the Press and Radio Code of Wartime Practices to their particular problems.

The distinction was important, for it was the basis of the system of voluntary censorship which existed in the United States after we were forced into war. The Office of Censorship could advise an editor not to print a story, but the editor might disregard that advice if he saw fit. No legal penalty would be forthcoming, a fact which made this program without parallel in any other country.

Of course, the success of voluntary censorship over a period of forty-odd months has been the willingness of editors to lean over backward when security was involved. They have not thumbed their

noses at the Office of Censorship or at the Press and Radio Code.

Today's editors have not resorted to subterfuge as did the *Claiborne* (Ala.) *Press* in 1863. The paper noted that a "male sheep" passed down the river enroute to Mobile Bay. The "male sheep" was the ram Tennessee on its way from Selma, Ala., to a date with destiny.

Contemporary editors and broadcasters, on the contrary, have displayed a patriotic desire to disclose nothing that would aid the enemy or endanger our own troops. They were told at the outset that compliance with the Code would not mean "business as usual" in the news room. They have indicated uniform accord, however, with the statement of Raymond Daniell of the *New York Times* that "there isn't any story in the world that is good enough to justify risking the life of a single American soldier."

**W**HAT was the result?

A great amount of information was kept from the Germans and the Japanese. Nobody will ever be able to determine the exact amount, for there is no yardstick to apply. But such things as the Germans' failure to ascertain in advance the specific site of the Allied invasion of France testify to the thoroughness of the press' self-censorship.

The restrictions requested by the Code pertained strictly to matters of military security. As a result, even though they have omitted vital military information, American newspapers have been able to tell the story of the war in great detail.

I venture to suggest that many readers have been only vaguely aware of censor-



Theodore F. Koop

ship as they perused column after column of news about land, sea and air battles, the daily life of troops in camp, the arrest of spies, and our vast war production program. In fact, the majority of "fan mail" received by the Office of Censorship, particularly in the early days of the war, advocated more rather than less blue penciling.

**I** BELIEVE this lack of awareness of censorship arose largely from the fact that the war seldom reached close to the United States. When it did, there undoubtedly have been many puzzled Americans who could not understand why their favorite newspaper did not print an occurrence which they themselves had seen or had heard about at first hand.

In 1942, for example, when Nazi U-boats were sinking our merchant ships almost as fast as we could build them, residents of Atlantic coast communities sometimes saw a torpedoed freighter shrouded in smoke and flame or saw lifeboats of stricken sailors head for the shore and safety. Yet not a word of these dramatic events appeared in print or on the air at the time.

To have spread the news in that fashion would have handed the Germans on a silver platter information as to the success of the attacks, the principal shipping routes, the percentage of survivors, and other points of interest to U-boat captains.

**T**HE same reasoning held true earlier this year in the case of the Japanese bomb-carrying balloons which were falling in the western United States. For several months as a result of a special request from the Office of Censorship, editors made no mention whatever of this unusual—and unsuccessful—weapon.

Then, because six persons had been killed when one of the group picked up a fallen bomb in Oregon, the War and Navy Departments decided the American people should know that some balloons had reached this country, in order to guard against further accidents.

[Concluded on page 16]

**B**YRON PRICE liked to point out that censorship, as a trade, had no future. This was a matter of some satisfaction to most of the censors, including Price's assistant, Theodore F. Koop, author of this article. Like most men in censorship—at least in civilian posts—Ted Koop was a newspaperman himself, in the sound school of the Associated Press.

This spring Ted succeeded Jack Lockhart of Scripps-Howard as assistant director of censorship in charge of the press division. Previously he had been in the uniform of a Naval lieutenant as a special assistant to Price.

Censorship worked, he believes, because of the voluntary cooperation of editors. Newspapermen frequently screamed—at the theory of censorship—but in practice they "leaned over backwards" to maintain security.

Ted became a member of Sigma Delta Chi at the University of Iowa where he edited the *Daily Iowan* in 1927-28. He joined the Associated Press in Des Moines after his graduation and was a Washington AP news editor when he became a member of the staff of the *National Geographic Magazine* shortly before Pearl Harbor. As an AP man, he directed coverage of the Willkie campaign in 1940.



## Humphrey Goes to Ft. Worth

**W**ALTER R. HUMPHREY (Colorado '26), "champion editor of the Southwest," has forsaken small town newspapering but not his beloved Texas. He has returned to the Fort Worth Press as editor and front page columnist after nearly 16 years as editor of the Temple (Tex.) Daily Telegram.

The change involves the friendly dissolution of the successful editing and publishing team of Mayborn and Humphrey, a combination which made the Temple daily nationally famous and a money maker for its young owners.

Walter Humphrey and Major Frank W. Mayborn (Colorado '27) were fellow students at the University of Colorado. Both were members of Sigma Delta Chi.

From Colorado both Mayborn and Humphrey went to Fort Worth, where "Hump" started as a cub on the Press and Mayborn joined the advertising department of the Northern Texas Traction Co.

**T**HEIR first publishing venture, the purchase of the Temple Daily Telegram, began in the storm of the market crash in October, 1929. The struggle they went through thereafter is an epic of editing and publishing in Texas.

The Telegram won the National Editorial Association contest for community service twice, in 1940 and 1945. Three times it was cited by NEA for general excellence, twice given third place. The paper has won first place for general excellence in the last four contests conducted by the Texas State Fair for daily newspapers of the Southwest.

Other national honors came this year in the form of mention in the Sigma Delta Chi awards for reporting, the award being based on Humphrey's battle coverage of McCloskey General Hospital. **THE QUILL**—January-February.)



**QUITS SMALL TOWN**—Walter R. Humphrey, who is returning to Fort Worth as editor and columnist, at the stone of Temple, Texas, paper where he made newspaper history.

**D**ESPITE his devotion to the Telegram and his daily front page column, "The Home Town," Humphrey found time for Sigma Delta Chi leadership. He served as alumni secretary, secretary, vice-president and president (1933-34) and has been a consistent contributor to **THE QUILL**.

Major Mayborn, recently decorated for his work as a public relations officer at

SHAEF, has returned to the Telegram and has taken over the editorship in addition to his regular job as publisher. Harry O. Blanding (Texas '36), who was placed at the Telegram in 1936 by the Personnel Bureau of Sigma Delta Chi, has been appointed managing editor.

Humphrey has taken his column with him to Fort Worth where it has become a daily front page feature in the Press.

## Dachau!

[Concluded from page 5]

**A** TEXTBOOK should be prepared which should be required reading in every high school and every college of our nation.

This textbook might consist of all the stories written by the newspaper reporters who first visited the camps and by the editors who checked up later. It might include the official report of the editors' group who visited the camps, the official report of the Congressional delegation that was there and, possibly, the report of the British Parliamentary group which also visited the camps.

A book such as this should be illustrated with possibly a hundred photographs taken at the various camps.

A book such as this should be in documentary form. It should explain, simply and clearly, that the same horrors, the

same brutalities, and the same crimes were committed in the same way at every one of the concentration camps—that all the crimes were part of a master plan to degrade mankind and to destroy the spirit of liberty.

Americans must be informed, and kept informed constantly. It is an important phase of our struggle for world peace that this be done.

**A**N equally important one is the punishment of all those responsible. It is essential, as General Eisenhower said, that all members of the German General Staff, all members of the S.S., all Nazi Party officials, all members of the Gestapo be punished. All of them were responsible, individually and as groups. All of them were responsible, directly or indirectly, for the crimes.

They must be tried and convicted and executed.

Equally guilty were those influential industrialists and intellectuals who re-

mained in the background and financed and advised and encouraged Hitler and his fellow maniacs. They, too, must be punished in the same way.

**G**ERMANS between the ages of 10 and 30—those who were completely poisoned by 12 years of Hitler propaganda—must be watched constantly and re-educated. They must be re-educated where possible; punished where re-education is impossible.

Finally, there must be a long time occupation by the Allied armed forces of all Germany; an occupation that may last 20 or 30 or 40 years if necessary; an occupation that is firm and determined; an occupation that will finally convince the German people that they were defeated in war and that, as Sherman said, "War is Hell."

In that way and in that way alone can we prevent Germany from starting another World War.

**THE QUILL** for July-August, 1945



# Are Chapters Ready?

## Veterans Returning to College Offer Sigma Delta Chi Challenge

By FRANK THAYER

**T**O make the undergraduate chapters of Sigma Delta Chi click when hundreds of veterans return to our universities, an administrative spark is imperative.

The same spark that makes a newspaper click will make an undergraduate chapter successful. Strange though it may be, the local chapter itself offers an opportunity to develop that administrative intelligence enforced by energy that later will make a chapter or a journalistic career a success.

**D**OWN in Pennsylvania a young SDX alumnus bought a weekly newspaper. He added hard work to some borrowed capital to win initial success. He built a new plant.

The young publisher had also learned to foresee opportunity and to capitalize his interests. He was a stamp collector and he liked air-mail stamps.

The progressive alertness that marked this young fellow evolved the idea that there might be a magazine for air-mail stamp collectors. The production and

editing of such a magazine fell to his lot. That little publication meant additional volume for his plant. He developed a successful business.

Such a story might be retold a hundred-fold, a story of young newspapermen finding the opportunity for which they have dreamed. This young Pennsylvanian had learned how to make the most of his time; he had learned something from Sigma Delta Chi.

**W**ITH the prospect of thousands of young men and women returning from military service within the next year, hundreds of whom will choose to study journalism, there will be need for a new vista of what is to come.

To many, journalism has meant reporting. But journalistic techniques include more than reporting. If journalism is to find its rightful place in the professional world, it must have a broad foundation in liberal education; it should not neglect those phases that account for strong newspapers and successful magazines.



Frank Thayer

The wise management of publications, an economic understanding of the forces that go to support honest reporting and sincere and understanding interpretation, cannot be neglected.

Journalism includes many phases and outlets. In addition to newspaper reporting, there are well-marked fields that are filled with opportunity—publishing economics as applied to both newspaper and magazine, radio journalism, public relations, journalistic research and instruction, and the newer possibilities of television, facsimile, specialized information service on politics and business, such as the Kiplinger letters, and production techniques.

**T**HOSE men who enroll in journalism for a defined professional purpose are interested naturally in Sigma Delta Chi as a professional organization. The chapter is a forum and an opportunity.

In a Sigma Delta Chi undergraduate chapter, there are opportunities for leadership, for developing that indefinable something, that spark, which later may make a career click, or a publication serve well its field and produce a profitable balance at the end of the year. The chapters face a challenge in these ambitious boys who want to make the most of journalism.

The war years have been difficult for all campuses. Some chapters have been discouraged. Although in some cases there has been a definite policy of freezing the chapter into inactivity for the duration, the experience of a few chapters indicates that it pays to keep alive some activity in order to preserve the newspaper relationships in the different areas and to have at least a local alumni nucleus ready to help revitalize the undergraduate group upon the return of sufficient men to college.

Information is not at hand as to the status of many chapter activities and financial standing inasmuch as a considerable number of chapters did not reply to a questionnaire sent out some months ago. Enough is known however to indicate that faculty advisers, alumni, and active members in college are generally trying to maintain a strong position in order to be ready for the opening of colleges and universities this fall.

[Concluded on page 14]

**W**AR'S end already is discharging thousands of young veterans under the point system. Other thousands are being returned to civilian life with combat disabilities that make further education look very important. The G.I. Bill of Rights makes college possible for most of these and probable for many.

Journalism should attract its share of these young men. The Quill has asked Frank Thayer, vice-president in charge of undergraduate affairs, to tell them what Sigma Delta Chi offers and to advise the undergraduate chapters how it may best be achieved. The full story can only be told some months from now.

Frank Thayer is one of the stalwarts of Sigma Delta Chi. He was initiated by the Wisconsin chapter in 1916 while working for one of the first two master's degrees in journalism awarded by the university. He had previously been graduated from Oberlin College and reported for the Springfield (Mass.) Republican. He helped organize chapters at Grinnell, Washington and Oregon State and Northwestern and was a member of the fraternity's executive council as early as 1919.

Frank has taught his profession at five major universities. For the last ten years he has been professor of journalism and lecturer on press law at the University of Wisconsin. His practical newspaper experience includes small city and metropolitan reporting and the presidency of the Creston (Iowa) Daily Advertiser, where he merged two newspapers. He is also an attorney.

He is the author of books and manuals including "Newspaper Management" and the recently published "Legal Control of the Press." The Bar Review of Texas—a state where libel law has big teeth—hailed the last as the ideal volume long needed to combine journalistic readability with legal accuracy. It won further praise in the Harvard Law Review where it was reviewed by Arthur Garfield Hays.



Harry J. Lambeth

**T**HIRTY years ago Riley H. Allen, editor of the Honolulu *Star-Bulletin*, "broke" a story which shook the political foundations of the Orient and startled foreign offices throughout the world.

The follow-up on the story came 26 years later, and Riley Allen was the nation's first newsman to work on it. The original story, one of the biggest of Mr. Allen's career, was the infamous "Twenty-one demands" that Japan made on China in 1915—demands that would have made China a subservient government and Japan the overlord.

The demands were made in secret and the Chinese government was in no position to announce them openly. Through a trusted friend, an American, the Chinese sent the text of the demands to the United States. The American carried the document personally.

"Honolulu was the first American port at which he touched, and I met him at his steamer," Mr. Allen says. "He gave me the gist of the demands. We carried them in the *Star-Bulletin* and supplied them to the *Associated Press* on the mainland."

**T**HE follow-up came Sunday morning, December 7, 1941, when the Japanese attacked Hawaii.

At 7:55 a. m., when the first Japanese bombs hurtled down on Pearl Harbor and Honolulu, Mr. Allen and his secretary were alone in his quiet, cool, green-walled office answering "letters to the editor" and preparing Tuesday's editorials. One of the first bombs that hit the city struck a modern, downtown building a block from the *Star-Bulletin's* editorial offices. Editor Allen was at the scene within three minutes.

Before one could say "Joseph Pulitzer," he had desk men, reporters, circulation men, linotype operators and pressmen on their way to the *Star-Bulletin* plant. Handling of probably the greatest U. S. news story of the century was underway.

**M**R. A, as he is affectionately referred to by the younger members of his staff—he frequently signs staff memos with just the letter A—has a genius for organization and is a master of detail. He was the mainspring keeping the editorial wheels

## Honolulu Editor Waited 26 Years for Follow-up He Got Good Local Story: Pearl Harbor

By HARRY J. LAMBETH

moving on the morning of the Pearl Harbor attack.

He carefully checks all editions and reads even the smallest of items. If something is handled well or if there is an additional angle to be covered, a staff member receives an "A" note.

The 61-year-old editor has made it a habit to enter and leave the *Star-Bulletin* building by the rear door because he can pass the city desk and the composing room. Upon arrival at 7 a. m. he stops in the "back shop" for a glance at the page forms awaiting press time. The *United Press* teletype is his next check before going to his second floor office. On leaving at 5 p. m.—it's often much later—the process is reversed: A last minute check of the teletype and a glance at the morrow's editorial page.

**I**N Hawaii everyone knows Riley Allen. Although a Texan by birth, Hawaiians call him a *kamaaina*. (A *kamaaina* is a veteran resident of the islands.) Like the long-time residents, Mr. A sometimes wears a pheasant feather hat band. On his office desk a caller can usually find a colorful hibiscus—the flower of Hawaii.

His office isn't an "ivory tower," but it is visited frequently by politicians, island business men, labor officials, and "just plain working folks." War correspond-

ents and visiting newspaper executives often drop in for a chat when passing through Hawaii.

Some get a chance to visit Mr. A at his Pacific Heights home—an orange-colored stone structure built in Spanish style overlooking the city and the sea beyond. Robert J. Casey, author and *Chicago Daily News* war correspondent, referred to the Allen residence as a "Shang-ra-la."

**R**ILEY ALLEN'S versatility is one of his attributes which helps to make him the dean of Hawaii's journalists and one of the best known editors in the country.

While a student at the University of Washington he wrote the lyrics to the school's "Alma Mater," one of the more famous of the college songs. He also writes poetry, and, in years back, would dream up something appropriate for his Christmas cards.

Veteran *Star-Bulletin* men recall how a staff photographer would receive an emergency assignment just a few days before Christmas. The assignment was usually to drive up to Mr. A's house on the hill and shoot the view from the lanai (porch), a hibiscus in the yard, or something else appropriate for the card. Then Mr. Allen would turn out a Christmas poem to match the picture.

**R**ILEY H. ALLEN, for decades a force in Honolulu as editor of the *Star-Bulletin*, found himself thrust into the international lime-light when Japanese bombs fell on Pearl Harbor. Harry J. Lambeth (Illinois '40) was one of hundreds of newspapermen in uniform or passing through the islands as correspondents who met "Mr. A" during the war years.

Harry, a yeoman in the Navy, served in the censorship office in Honolulu. While stationed there he contributed to the *Star-Bulletin* and traveled around the islands on occasional feature assignments. He visited the world's rainiest spot—Mt. Waialeale—and spent a weekend at the leper colony on Molokai.

Harry has since returned to the mainland for officer's training. A 1940 graduate of the University of Illinois, he started reporting for the City News Bureau of Chicago and is on leave from the "City Press" during his Naval service. While in Honolulu, he managed to get in some graduate work on Japanese history at the University of Hawaii.

In the March, 1943, issue of *THE QUILL*, Harry told how Hawaiian newspapers handled their biggest story, Pearl Harbor. He has contributed to *Editor & Publisher*, *Broadcasting*, the *Catholic World* and other magazines. In this article he gives a full length picture of an editor whose talent has contributed heavily to the success of a newspaper unique in its field.



## Followup—and Then

A former reporter tells this anecdote on Mr. A:

"I recall a story that years ago he made a bet with his city editor that he could sell a story to the *Saturday Evening Post*. Riley promptly turned out a yarn good enough to make the *Post* and the story sold."

**ALTHOUGH** most of his time is spent on the editorial side of the paper, he keeps a watchful eye on circulation. When he joined the staff of the *Evening Bulletin* in 1905, it had a circulation of less than 3,000. Today it averages more than 150,000 (it's the largest of any American newspaper outside the continental U. S.).

The *Star-Bulletin's* editorial page is one of the liveliest of any American newspaper. Mr. Allen frequently displays the technique of taking an ordinary "letter to the editor" and building it into an editorial feature.

To settle a family discussion, a reader once wrote asking whether the husband or the wife should buy the husband's neckties. Mr. Allen printed the letter and offered prizes to readers who advanced the best reasons as to who should buy the ties.

A reporter was assigned to watch necktie counters. The story brought a definite lift to Honoluluans who were used to nothing but war stories, nightly blackouts, and a 10 p. m. curfew. It wasn't long until most of the city was debating neckties.

**IT** is on the editorial page that Mr. A displays his ability as a political analyst. In the 1945 session of the territorial legislature, which ended in May, Mr. Allen's editorials were an important factor in the enactment of resolutions petitioning congress to grant statehood to Hawaii.

Mr. A's campaigns for civic and territorial improvement touch on every phase of life in the islands, and, everywhere in the territory Riley Allen and his newspaper are noted for fair play in racial problems and for their complete lack of race prejudice. To Hawaii Riley Allen's editorial page is truly a voice of the people and a tribune of the people!

When it comes to politics Mr. A is at his editorial best. *Star-Bulletin* reporters cover every party rally but it isn't unusual for them to find their boss sitting a few seats behind them. During a campaign Mr. Allen attends two or three rallies nightly to observe the candidates "in action." He knows political trends as Connie Mack knows baseball strategy and ball players.

Election night finds Mr. A at the *Star-Bulletin* microphone broadcasting returns. He uses no script, with the exception of voting statistics. His comments and general information on the campaign are extemporaneous.

**JUST** as he has made a habit for years to broadcast local election results, he returns to the mainland for the national conventions of both the Republicans and Democrats. It was at the 1940 Philadelphia convention that he predicted the political fate of the campaign for Wendell Willkie. In a dispatch to his paper long before the election and even before Mr. Willkie's nomination, Riley Allen described Willkie:

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"MR. A" AND HIBISCUS—Riley H. Allen, editor of the *Star-Bulletin*, is a figure in Honolulu and the islands it governs and the hibiscus, Hawaiian flower, is usually prominent on his desk.

"Up like a skyrocket—down like a stick!"

Although he is considered the arch-Republican editor in Hawaii, Democrats swear by him as well. He helped the Democrats in preventing a reduction in their Hawaii delegation.

Even Hawaii's governor, a Democrat, frequently consults Mr. Allen on problems and legislation, affecting the islands because the editor is well-informed on public opinion as well as on the needs of the territory.

**IT** was with Governor Ingram M. Stainback, Delegate Joseph R. Farrington, president and general manager of the *Star-Bulletin*, and Attorney General J. Garner Anthony that Mr. Allen in late 1942 joined in the thick of the fight against martial law in Hawaii.

His editorials and handling of important news stories on the problem ultimately assisted in bringing the civil rights restoration program to such a pitch that President Roosevelt signed proclamations lifting martial law in the islands. The campaign against military law was based on the belief that its stringent controls were no longer necessary for the protection of the islands and that its continuation was fostering permanent military control of Hawaii.

Mr. A has fought for years to keep horse race gambling out of the islands. For several decades he was the main-spring in a fight (it was finally successful in 1944) to close the notorious houses of prostitution in Honolulu. His anti-vice campaign continues even today to assure that law enforcement agencies do not become lax.

Of course, he did not win the fight single-handed. An aroused public spirit and federal agencies culminated the campaign for him.

**MR.** A also serves as a guidepost to younger staff members in their efforts toward free lance writing. The editor is one of the best news sources on Hawaii personalities. One of his reporters, who was writing a piece on a former Honolulu photographer now a war cameraman, mentioned his story to Mr. Allen.

Mr. A commented, "Of course you know your man has Cossack blood in his veins, and that, because of it, he is sometimes called the 'Mad Russian.'" The reporter hadn't known it, but incorporated it into his story. Mr. Allen usually can supply a feature angle or anecdote on nearly every *kamaaina*.

**RILEY ALLEN** did his first newspaper work as a campus reporter for the Uni-  
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# Are Chapters Ready?

[Concluded from page 11]

ONE chapter adviser reports, "We have put SDX on ice until the war is over." In this particular situation, the policy of that chapter may have been right. But if all chapters had followed that policy, the undergraduate activity, the fountainhead of the organization, would have been paralyzed.

Other chapters have carried on; they have not given up their charters or have not voted to go on an inactive basis.

Some of the chapters are now in excellent position, with a nucleus of several active men, an interested and active faculty adviser, and some financial backing.

TWO years ago the University of Wisconsin chapter did not have an active man in the chapter. But foreseeing this possibility, the members had previously voted to place all powers in the hands of a board of trustees, consisting of the faculty adviser as chairman, the director of the school of journalism, and the associate editor of a Madison newspaper.

A year ago Wisconsin was able to initiate four men and pledge five others, one of whom was later initiated.

In these years the Wisconsin chapter gave a substitute for the traditional Gridiron banquet. Grove Patterson, editor of the *Toledo Blade*, was the speaker in 1944, and through the help of Barry Faris, editor of *International News Service*. Pierre Huss, war correspondent, was the speaker in 1945.

The weekly newspaper contest, in cooperation with the Wisconsin Press Association, has been faithfully carried on. Wisconsin's financial position is good, with cash and war bonds amounting to approximately \$1,200.

With the editor of the *Daily Cardinal*, John McNelly, a World War II veteran, as president of the chapter, September, 1945, finds both the local alumni and the

active chapter ready to renew an even greater professional activity.

ROY L. FRENCH, director of the School of Journalism at the University of Southern California, is to be commended for his promotion of the U.S.C. chapter.

The Southern California active chapter is in excellent financial position, with assets of more than \$1,000 and alumni funds in addition amounting to approximately \$400.

Take the case of Iowa State. Early this year there wasn't an undergraduate member on the campus, but Ken Marvin, the faculty adviser, later reported plans for an initiation. Local alumni are cooperating in helping keep alive SDX spirit at Ames. The chapter has a substantial bank account.

Franklin Banner, the faculty adviser at Pennsylvania State College, while conceding that the chapter has been somewhat discouraged because of an absence of material, shows the right spirit too. Early this last year, with very few eligible men in college, Penn State initiated five men and a series of luncheon-forums was arranged.

Prof. Douglass W. Miller at Syracuse has been a real spark plug in trying to keep SDX alive at Syracuse.

TO have a successful chapter it is necessary to have interested officers and an understanding faculty adviser, who is of course an officer of the active chapter and the local representative of the national fraternity.

A chapter without some kind of program is usually a weak chapter. Some chapters may attempt too much and have numerous activities that cannot be successfully carried out.

The program depends upon such local conditions as university regulations, the

size of the community, and the number of members, both active and alumni. Obviously, a chapter in a larger community has an opportunity to promote, with outside support, such affairs as Gridiron dinners.

With an outstanding speaker, and some fun-provoking activities, enough support can be elicited from business and professional men in town at a price that allows the chapter a profit.

And a chapter without some profit-making inclination and activity might as well fold up unless there is a sugar-daddy to maintain its activity.

THIS last year a Chapter Manual on Chapter activities was sent to the several chapters. Originally this manual was ably prepared by former president Elmo Scott Watson, then vice president in charge of undergraduate affairs.

In September of this year it is planned to send each chapter a revised manual on relations of the local undergraduate chapter with the national office. In this manual complete information is given on membership requirements, pledging procedure, chapter records, fees, and various SDX award contests.

Experience indicates that many boys initiated in SDX do not appreciate all the activity possibilities and the necessity for accurate records. To a considerable degree this lack of understanding is due to the fact that the chapter officers do not in some cases inform the new men fully on the work of the fraternity.

THERE may be no magic key to chapter success but, to follow the lead of a distinguished physicist who said once, "I can't understand anything that can't be expressed in a formula," a formula may serve. Chapter success equals membership sound in scholarship, fraternity interest, and journalistic activity, a well-organized chapter program capable of being carried through adequate finances, accurate records, close relationship with the national fraternity, and an interested and active chapter adviser.

## Pan-American

[Concluded from page 8]

newspapers' development of a wider, deeper, interest in its potentialities, no North American city asked for the fourth Congress.

IT was impossible for a large United States delegation to go to Caracas. The State Department virtually stipulated that not more than twenty men should go, because of transportation bottlenecks.

When the Bogota meeting is held the transportation situation should be improved. It will be possible then to go by steamer to Barranquilla, unless the unexpected occurs, and from Barranquilla to Bogota by plane is only three hours. It should also be easier to get plane reservations from New York, Miami and New Orleans.

But there will remain the question: "Will United States newspapers be enough interested to respond, widely, to Bogota's invitation?" I think they should be. I believe the Congress, rightly supported, can become highly important; that it is highly important for the American press

to know Latin America, and that multifarious good results may come of better acquaintance.

WHILE 2,500 news disseminators, including camera folk and radio people, flocked to San Francisco in May—transportation difficulties didn't prevent their going—only a score from the United States went to Caracas. Yet if the San Francisco meeting was not destined to contribute greatly to stabilized peace what could be more important to the United States than solidification of opinion throughout the enormously rich continents which extend between the poles in this hemisphere?

Their unification, each using the other's resources for its benefit; each taking full, but fair, advantage of its opportunities in the other continent, would make them independent of the rest of the world.

And if peace is to be stabilized; if the great, bloodless, continuous fight of populations for betterment through trade is to be the whole of war in the future, what is more important to the United States than realizing its trade possibilities in Latin America; exchanging in the foreseeable future its manufactured products for raw materials from that continent?

UNITY will never be realized while the populations of the two continents don't know each other. I departed from Caracas with fond memories of agreeable social contacts and set out for Bogota to explore the scene of the next Congress.

I came home with a great deal of respect for the culture of Colombia, and with the conviction that a week spent in Bogota will richly repay any United States newspaperman who attends the fourth Pan-American Press Congress.

"Is Colombia in any degree a civilized country?" asked a charming matron, well-traveled in Europe, during a dinner after my return from South America.

"Well," I said, "it cost about \$15,000—roughly 30,000 pesos—to get the corps of the Ballet Russe to Bogota in planes recently, but sixty-five performances were given and the company netted a comfortable profit . . . and there are in Bogota more book stores devoted to book selling exclusively than in any city of its size with which I am acquainted."

ROBERT L. VICKERY (Missouri '30), associated with the mechanical department of the Columbia (Mo.) *Tribune*, became managing editor of the Cadillac (Mich.) *Evening News* recently.

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# Headlines

[Concluded from page 7]

lized extensively in agricultural experiments, it is a technique for isolating from comparable groups the variations traceable to specified sources.

Without going into details of the process the reader may see that it is now possible to isolate the variability of the various sources contributing to the total variance.

The variance of the known sources (readers, headlines, size, design, and the unaccounted for residual) can be examined in light of the standard F-table to determine whether or not further comparisons may be made.

In other words from the F-Table we test the validity of the null hypothesis—that samples were drawn from equally variable groups, or populations.

We may well expect significant F-values from readers and headlines, a rejection of the null hypothesis, but we are not interested in this other than in isolating their effects.

But if the variance for design is significant by this test, it is clear that the differences in the average scores for the three type faces could hardly be due to chance alone. If the F-test, when applied to either of these two components, does not indicate significance, the experiment ends here and we would be unjustified in testing the differences between any two designs or any two sizes.

**I**F we are justified in taking the next step, use of the T-test, we may then test the hypothesis that any two designs or sizes were drawn from "populations" whose averages were equal, in other words from similar groups.

If the difference between Type A and Type B, for example, is significant at better than the 5 per cent level, we can reject the hypothesis that the scores are from identical groups.

Inasmuch as all factors concerned other than design have been accounted for, we may conclude that this difference is due to a difference in readability—the elusive property we have been seeking.

Going back to the headline at the beginning of the article, let us suppose that the change had been from caps and lower case to all-caps, or from staggered heads to flush left, or from lines that "break on sense" to ragged breaks, etc., will there be a difference in the amount read? Many other problems suggest themselves—all of them lending themselves to this method.

**P**ROBABLY the principal reason why we know little about the readability of headline types and format is because the temptation is great to rely on appraisals by subjective methods.

One simply reads a few lines in the type face in question and asks himself, "Is that easy to read?" Or one changes the headline dress in the newspaper and counts the letters or oral testimonials that say "I like the new better than the old."

But these tests results do not agree very well with the objective methods outlined in the opening paragraphs. Apparently the tendency to rely on introspection encourages subliminal esthetic appraisals (important, to be sure) and thus invalidates the pure readability rating. Then, too, familiarity of design and the urge to expedite "progress" complicate objectivity.

But even if these vitiating factors could

## GRAECO-LATIN SQUARE DESIGN FOR A STUDY IN HEADLINE READABILITY

### Graeco-Latin Square Design for a Study in Headline Readability

Reader	14 Point			24 Point			30 Point		
	A	B	C	A	B	C	A	B	C
1	H1	H2	H3	H4	H5	H6	H7	H8	H9
2	H2	H3	H1	H5	H6	H4	H8	H9	H7
3	H3	H1	H2	H6	H4	H5	H9	H7	H8
4	H4	H5	H6	H7	H8	H9	H1	H2	H3
5	H5	H6	H4	H8	H9	H7	H2	H3	H1
6	H6	H4	H5	H9	H7	H8	H3	H2	H1
7	H7	H8	H9	H1	H2	H3	H4	H5	H6
8	H8	H9	H7	H2	H3	H1	H5	H6	H4
9	H9	H7	H8	H3	H1	H2	H6	H4	H5

Design repeated for headlines 10-18

be eliminated or controlled, the subjective analyzer of type is faced with attending to two things at the same time: actual perception of the printed symbols and an awareness of the degree of difficulty involved in the act of perceiving. In the case of axiomatically difficult reading (old English or text type) the differences may be pronounced enough to give satisfactory results, but any difference in the readability that may exist between any two commonly used headline types is too small to be observed reliably by subjective methods.

**D**OES it make any difference in newspaper publishing if one style of newspaper headline type is by objective methods approximately 20 per cent more difficult to read than another, as these studies indicate? I doubt if there has ever been a case on record in which a subscriber said: "I'm stopping the paper because the combination of headline type and format takes too long to read."

Instead, readers bring well established reading habits to each day's edition. They "shop the headlines," as the ANPA Continuing Studies say, and are never aware

of either the reading facility or the illegibility inherent in the type display that is daily thrust upon them.

But while these less fortunate readers may not be aware of the reading burden they carry, it is reasonable to conclude that their potential reading output is being considerably impeded. In the face of new and increased competition from other media of communication it seems unwise to permit newspaper readers to carry unnecessary reading burdens.

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## Riley Allen

[Concluded from page 13]

versity of Chicago's *Daily Maroon* (he was graduated from Chicago in 1905 with a bachelor of literature degree). While in college he also did campus correspondence for the *Chicago Daily News*.

Upon leaving college in 1905 his first newspaper job was with the *Seattle Post-Intelligencer*. After a few months he left Seattle to join the *Honolulu Evening Bulletin's* staff, but eight months later he returned to Seattle to serve the *Post-Intelligencer* as a reporter, political writer and assistant sports editor.

On September 6, 1910, he married Miss Suzanne McArdle of Seattle, and sailed that evening on a combined honeymoon trip and second trip to Hawaii, to rejoin the *Evening Bulletin* as city editor.

When the *Evening Bulletin* merged with the *Hawaiian Star* in 1912, Mr. Allen became editor of the new publication. He has been editor of the *Star-Bulletin* since, except from 1918 to 1921. During this pe-

riod he served with the American Red Cross in Siberia and Finland. At one time was in charge of a relief ship carrying 775 Russian children from Siberia to their homes in Petrograd. The Russian government decorated him.

**A**LTHOUGH 40 years in the newspaper business have brought Riley Allen and his newspaper more than national fame, he insists that the entire staff share the applause.

"My basic principle," he says, "is that a good newspaper is produced by a good team, not by any one, and a smart office boy is as important as a smart editor and ultimately succeeds him. The *Star-Bulletin's* success is directly attributable to teamwork and harmony in all departments."

RAYMOND B. HOWARD (Florida Professional '41) has been elected to his third year as president of Newspaper Advertising Service. Don Eck (Chicago Professional '44) is treasurer and manager with offices at 188 West Randolph Street, Chicago.



# THE WRITE OF WAY

By William Rutledge III

## Brass Hat and GI

**T**WO contrasting personalities passed into the Fourth Estate Above almost simultaneously when Joseph Connolly (Washington and Lee Professional '34) of King Features and INS and INP lay down to die of a heart attack and in far away Le Jima Ernie Pyle (Indiana '23) smiled compassionately and left this earth.

The Japs had singled Ernie out and when he fell before their machine gun bullets, they had in his body a prize which took a tank attack to redeem.

**C**ONNOLLY was a personality of forcefulness that commanded the efforts of more than a thousand of the abler journalists in the business. He was perhaps only slightly known to the many millions of readers of thousands of newspapers in 70 nations of the world. His handiwork was reflected in the products of his writers, editors, reporters, feature writers, cartoonists and artists.

To have died at 50 is an eloquent tribute to the reckless expenditure he made of his energies and talents while he lived. He took the reins and managed the destinies of these great news and picture and feature agencies during the crucial pre-war era and steered them through until, with victory so clearly in sight, he must have sensed that he could have relaxed a bit.

Men like Connolly live on in the work and careers of the men they moulded and in the lives of the multitudes of readers they served.

Within the Fourth Estate they will talk of Joe for many years to come.

N conspicuous contrast was the diminutive Pyle, who had seen so much of GI death and suffering that he laid down his working tools last winter only to resume

them reluctantly and go to the Pacific. To the man in the street, Pyle was his eye and ear in the foxhole and in the bomb crater.

His simple lucid reporting, with its grasp of the pathos and humbleness of every GI, made war real to every reader. The readers at home could go to war with Ernie, the war which American courage and resourcefulness were keeping further and further from the home shores.

It was important to Ernie that the everyday American knew all about his war—the war that was shaping his future and the future of his children, the war that was demanding his endless service and discipline and sacrifice, and the war that will have its hand in his pocketbook for generations to come.

War this time was so different from any previous war. Gone was much of its glamorous trappings. In its stead had come that totality that made every man, woman, and child a warrior whether in uniform or housedress or overalls or diapers.

**A**T the top was all that brass hat planning and direction and authority. But at the base was the broad and mighty rank and file of the GI.

Without any thought of the derogatory connotations usually associated with the term, we may regard Joe as a brass hat of World War II journalism. He was a planner, a director, an organizer, and he was the final authority with his army of the Fourth Estate.

By the same token, Ernie was a GI of World War II journalism. He was a reporter for the simplest and humblest and most common of our fighting ranks.

It was ironic that Joe and Ernie should die simultaneously, each doing such different jobs so well, but both devoted servants of the avid newspaper public.

See you next issue!

a west coast shipyard after being damaged by Japanese suicide planes. He is reminded that such information is restricted by the Code, unless it is authorized by the Navy.

The managing editor of a midwest daily mails in a carbon copy of an interview with a sailor who is home on furlough from Pacific duty. Because of the possibility that officers and enlisted men might inadvertently disclose information of value to the enemy, the Code asks that interviews involving combat zones be submitted either to the Office of Censorship or a nearby Army or Navy public relations officer. In this instance, the interview proves to be innocuous, and a telegram is sent to the managing editor saying there is no objection to its publication.

The advertising manager of a large war plant brings to the office a series of ads telling of the company's contribution to the war. A check is made with the War Department on one or two questionable points, but on being assured no security is involved, the ads are released. The visitor is cautioned, however, that clearance with the Office of Censorship does not release him from any contractual commitments to the War Department.

**A** LETTER from the editor of a southern weekly says he is not sure exactly what addresses of soldiers overseas may be printed. He is told that the addresses of all troops in Europe are clear, unless they have been alerted for direct movement to the Pacific.

The editor is asked to be careful of Pacific addresses—not to print a man's unit unless it has been officially released, and not link Navy personnel with their ships. The "order of battle" is important information for the enemy.

And so the day in the Press Division progressed. Sometimes the queries were a little remote from the application of the Code. One private citizen wrote that some pigeons were annoying him and what could he do about them? The reply took a little head-scratching, but finally it was suggested that he catch and eat the birds.

## Censors

[Concluded from page 9]

The story was released in general terms, but newspapers and radio stations kept on cooperating in withholding the details about individual balloons: the time and place they fell, and their effect. In that way the Japanese were kept in ignorance as to whether a few or many balloons landed and whether the chances of their reaching certain areas were good. They had no pattern for future operations.

**I**N mentioning the War and Navy release of information about Japanese balloons I should point out that the Office of Censorship did not censor the Government. On the theory that he should know whether any security is involved, we recognized as "appropriate authority" a Government official who released information about a subject under his jurisdiction.

If a reporter or editor had "appropriate authority" for a statement, even if the official was not quoted by name, we did

not object to the publication of news which otherwise would be restricted by the Code.

The decision against policing the Government was one of the first steps taken by Byron Price after President Roosevelt drafted him to take a leave of absence from his position as executive news editor of the Associated Press and become Director of Censorship. It saved the Office of Censorship a good many headaches.

**T**HE day's work brought a wide variety of questions to the Press Division, for the Code applied not only to the 2,000 daily and 11,000 weekly newspapers in the United States, but to the hundreds of national and regional magazines, to the house organs of business firms and factories, and to the thousands of mimeographed "round robin" letters which churches, schools, lodges, and clubs were circulating among their members in the armed services. A pre-victory day might be like this:

A Washington correspondent telephones to inquire whether it is safe to mention that the USS Blank is being repaired in

## Wear Your SDX Emblem

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Offered in gold or sterling, with plain, enameled or onyx top, the ring is priced from \$6.50 to \$18.00, plus Federal 20% tax, plus existing state taxes.

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## Topeka Editor in Hall of Fame

**T**HE late Charles H. Sessions, for 23 years managing editor of the Topeka *Daily Capital*, has been given a place in the Newspaper Hall of Fame at the University of Kansas. Widely known as editor, columnist and civic leader, Mr. Sessions was selected for the honor by Kansas editors' vote, it is announced by Elmer F. Beth (Wisconsin '27), acting chairman of the department of journalism at Lawrence.

A portrait of the Topeka editor is being added to 27 others elected to the Hall of Fame since its inception in 1931. Mr. Sessions died on Christmas Day, 1942, after 54 years of newspaper work, most of it in Kansas. He had been managing editor of the *Daily Capital* since 1919. His column, "Topeka Tinklings," drew contributions from thousands of Kansas readers and was frequently quoted.

Mr. Sessions' civic activities were numerous. He was secretary to two governors—E. W. Hoch in 1905-06 and Arthur Capper in 1915-17—and was himself secretary of state for two terms, 1911-15. He was postmaster of Topeka in 1922-25.

Born in Woodstock, Ohio, Feb. 1, 1868, he went west and started his newspaper career as a reporter for the *Kansas City Times* in 1888. In 1892 he joined the staff of the *Kansas City Journal*. He later headed its Topeka bureau and was its Washington correspondent from 1906 to 1908.

## Plan Memorial Fund for Oregon Dean

**P**LANs for an Eric W. Allen Memorial Fund, to be used for journalistic research, equipment and scholarships in Oregon in honor of the late dean of the university's school of journalism, were made at the annual meeting of the Oregon Newspaper Publishers Association at Eugene late in June. Dean Allen was a professional member of the Oregon chapter of Sigma Delta Chi.

The fund will be sustained by continuous voluntary donations and will have its headquarters at the university's school of journalism. Projects permissible under its rules cover the field of journalistic practice.

The committee of organization included William M. Tugman, Eugene *Register-Guard*, as chairman; Merle Chessman (Oregon Professional '21), Astoria *Budget*; E. Palmer Hoyt (Oregon '23), Portland *Oregonian*; Jack Bladine (Iowa '27), McMinnville *Telephone-Register*; Ralph Cronise (Oregon Professional '22), Albany *Democrat-Herald*; and George Turnbull (Washington '15), acting dean of the school of journalism.

## Teach at Syracuse

Promotion of Dr. Lawrence R. Campbell (Northwestern Professional '37) from associate to full professorship of journalism and appointment of Philip V. Burton (Stanford '44) as assistant professor of advertising was announced by Dean M. Lyle Spencer of the Syracuse University school of journalism.

Dr. Campbell is co-author of "Exploring Journalism" and "Effective News Re-

THE QUILL for July-August, 1945



**WINS SERVICE NEWSPAPER AWARD**—Lt. Gen. Harold L. George (left) presents a service newspaper award to S/Sgt. Herman Silverman (Stanford '42) editor of the *North Star*. The officer in the center is Brig. Gen. Dale V. Gaffney.

**T**HE *North Star*, published for the Alaskan division of the Air Transport Command, has been named for the second year the best newspaper issued by offset in a contest held by the War Department's camp newspaper service. It is edited by S/Sgt. Herman Silverman, '42 graduate of Stanford University.

The contest is open to Navy, Marine and Coast Guard publications and this year was judged by Leland Stowe, war correspondent and author, Basil L. Walters

(Indiana '17), executive editor of the *Knight Newspapers*, and John S. Remaly, publisher of the *Endicott* (N. Y.) *Daily Bulletin*.

The *North Star* is circulated over perhaps the largest area of any Army newspaper, from Adak in the Aleutians to Hudson Bay. It travels by airplane, by truck and even by dogsled to remote posts. Its staff, all enlisted men, include Sgt. Jay Bresler, associate editor; S/Sgt. Frank Rosa, sports editor, and Sgt. Robert Wilhelm, art editor.

porting" and has worked for the *Chicago Journal of Commerce*, the *Rotarian* and trade papers. He has taught at Northwestern University and the Universities of Illinois and California.

## PLEASE

Redeployment is adding to the volume, already great, of changes of address. These **MUST** be sent to the business office of THE QUILL, 35 East Wacker Drive, Chicago, and NOT to the Fulton, Mo., address of our printer, Ovid Bell. It is also urged that any change of address also include the previous address. This will help us keep our mailing list up to date. We want you to get your QUILL, wherever you are.

## Another Legend Gone With the Wind

Commenting on free-lance writing and the odds of literary success, the March-April issue of THE QUILL reported:

"It is said that a number of book publishers had their chance to publish 'Gone With the Wind' before MacMillan accepted the prodigious novel."

From Atlanta, Ga., its author, Mrs. Margaret Mitchell Marsh, writes:

"'Gone With the Wind' was never rejected once or 'repeatedly.' There were no numbers of publishers who had the chance to publish 'Gone With the Wind.' To be exactly accurate, I never submitted it to any publisher. One of the MacMillan editors was in Atlanta, heard that I had a manuscript, asked me to let him see it, read it, and offered to publish it."

And there, as Bill Rutledge remarks ruefully, goes another "classic legend of the freelance world."

The editors stand corrected and apologize to Mrs. Marsh. C. R. K.



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*\$5,000 for the best novel*

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No restriction is placed upon the setting, the situations or the characters in this novel and every manuscript submitted will be judged solely on the basis of literary merit.

Manuscripts may be submitted from April 1, 1946 to midnight, June 1, 1946 and a Certificate of Intention must be filed before April 1, 1946. This Certificate and a Prospectus giving full instructions are available upon request to:

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925 Witherspoon Bldg., Philadelphia 7, Penna.

## THE JUDGES

Philip Van Doren Stern

*Editorial Consultant, Pocket Books  
General Manager, Editions for the Armed Forces*

Daniel A. Poling

*Editor, Christian Herald  
author of YOUR DADDY DID NOT DIE*

Agnes Sligh Turnbull

*author of THE ROLLING YEARS*

Samuel McCrea Cavert

*General Secretary, Federal Council of  
the Churches of Christ in America*

Althea Hester Warren

*City Librarian, Los Angeles Public Library*

Barbara Snedeker Bates \*

*Fiction Editor, The Westminster Press*

THE WESTMINSTER PRESS



PHILADELPHIA, PENNA.



## They Read Quill In Berchtesgaden and on Okinawa

**I**N this summer between victories Sigma Delta Chis continued to let the fraternity know they were "Serving Uncle Sam" in an astonishing variety of theaters and ranks. The letters reach 35 East Wacker Drive on every variety of stationery and reveal every type face known to the typewriter business, domestic and foreign.

Many have been combat soldiers and long to get back to a typewriter. Others were public relations officers and combat correspondents. The latter have not been without their share of war's adventures. They appear to approve of *THE QUILL* when it catches up with them. They are conscious of their membership in the fraternity and eager to resume an active share.

**T**HE men in Europe outnumber those in the Pacific as correspondents. Perhaps they had more time after V-E Day and thought more in terms of home and job. A random cross-section of their mail reveals:

Sgt. Charles W. Johnson, Jr. (Marquette '44) encloses a 20-mark note for dues and apologizes for not having been very active in Sigma Delta Chi. The German dateline of the letter would indicate the sergeant has had other business. He has been in touch with Eddie Doherty, '42 president of his chapter. He sums up his personal history with modesty: "Through constant vigilance I have managed to come through this war without being a hero."

Lt. Comdr. W. C. McDowell (Stanford Professional '38) writes from his Pacific carrier group to acknowledge his bill for 1945 dues. He welcomed it because: "It had been more than a year since I have seen a copy of *THE QUILL* or even the words Sigma Delta Chi in print." His nearest brush with organized journalism was on Okinawa. He landed his plane on Yonton field and discovered a crudely lettered sign "Okinawa Press Club." It was just another disappointment. The PRO's and war correspondents were out and the hut was empty.

**CPL. MACY I. BROIDE** (Indiana '44), a combat correspondent with the Third Infantry Division, writes from Salzburg, Austria, that work is "skimpy" since V-E Day. He started on Anzio beachhead as a rifle squad leader and is still incredulous at his luck in not having won a Purple Heart.

He says his writing job has meant a pleasant freedom "from brass." This same "freedom" has taught him some things that city editors back home despair of ever imparting to some reporters. "To track down these stories," he writes, "I had to beat a helluva lot of bushes and get shot at."

"I had to get about, entirely on my own, and no one cared whether I ate, slept, got around, read any mail, or anything. However, I gradually got a semblance of system whereby I'd have my blankets strategically put on a jeep, a musette bag on another, and me flying with an officer in the direction of a battalion where I set about getting a lead."

Copyreaders fretting about carbons at home will be pleased to learn Cpl. Broide

*THE QUILL* for July-August, 1945

## ★ ★ ★ ★ ★ ★ ★ ★ GOLD STARS

★ ★ ★ ★ ★ ★ ★ ★



**John Henry Conrad, Jr.**

First Lt. John H. Conrad, Jr., Marine pilot, was killed in a crash at Santa Barbara, Cal., while in training with a special fighter group. He left Oregon State College, where he was sports editor and a member of Sigma Delta Chi, to enlist in the Navy air corps. After graduation from Corpus Christi in the top 10 per cent of his class, he transferred to the Marines. His wife, Mrs. J. H. Conrad, Jr., lives in Berkeley, Cal.

### **Lt. Grimes Dead**

**LT. EARL H. GRIMES** (Oklahoma '18) died in the hospital of Fort Benjamin Harrison, Indianapolis, Ind. He had been trained at Chanute Field, Rantoul, Ill., and commissioned in the Army Air Force after service in 1918 with the 352d Ambulance Corps. At the time of his re-entry into service he was part owner of the Peerless Printing Co. of Norman, Okla.

made 'em in sextuple. He can account for five but admits he'll "be damned where the other goes."

Sgt. William Draves, Jr. (Wisconsin '40) calls *THE QUILL*'s job of covering its service men and news activities "magnificent." He hopes we'll keep up the job until the boys can get home and help. Sgt. Bill was sports editor of the Wisconsin Rapids *Tribune* before he went to Europe for more than a year to do airborne communications. He writes from France.

**LT. TRUEMAN E. O'QUINN** (Texas '26) used a *QUILL* wrapper to let headquarters know that he is living in Berchtesgaden as judge advocate for the 101st Airborne Division. His 101 points give him no especial hope of getting back to law and writing about O'Henry. . . . Lt. (j.g.) Alva Hayes and Pvt. Paul Visser, both '43 members of Iowa State, met somewhere in the Pacific. Lt. Hayes is on a cruiser and Pvt. Visser is reported up for a commission as program director of Army radio station WVTK.

## SERVING UNCLE SAM

**LT. JOE KLAAS**, a senior member of the University of Washington chapter when he enlisted in the British air force in 1940, returned to the campus in June after two years in a German prison camp. He flew from England with the RAF and transferred to the American air force before his capture in North Africa. An undergraduate feature writer for the university's *Daily*, he has written the first of a trilogy of novels on the Pacific Northwest.

**SEXSON E. HUMPHREYS** (DePauw '34), former foreign editor of the Indianapolis *Times*, has been promoted from corporal to warrant officer. Located with the allied commission in Italy since 1943, he is now assistant adjutant for the regiment that serves as administrative agency for American personnel.

**CAPT. ROSS HERSEY** (Washington and Lee '40), has been assigned to duty at Virginia Military Institute since his return from overseas service.

**LT. WILLIAM E. SWARTZ** (Montana '42) has received the Distinguished Flying Cross. He is credited with 32 bombing missions with the 458th heavy bombardment group, part of the second bombardment division commanded by Maj. Gen. William Kepner. Lt. Swartz was commissioned in 1943 and was promoted to first lieutenant in 1944.

**LT. LEONARD A. EISERER** (Northwestern '39) has served the Navy as public relations officer at the pre-flight school at the University of North Carolina, Chapel Hill. Before entering the service in 1942 he was civil aviation editor for *American Aviation* magazine in Washington, D. C.

**TECH. SGT. ARNO C. ADAMS** (Oklahoma '37) has been a staff writer for the Persian Gulf headquarters command at Teheran, Persia, on the supply route to Russia. Before entering the Army in 1941 he was managing editor of the Guthrie (Okla.) *Daily Leader*.

**CAPT. WM. F. FREEHOFF, JR.** (Missouri '41) writes us that he was a public relations officer of the XXIV Corps on Leyte and is now chief of the Information-Education Section of HDQ AGF at APO 245, c/o Postmaster, San Francisco, Calif. One of the correspondents assigned to the XXIV Corps was Monty Waite (Nebraska '31) of the AP.

Another Missourian, Larry Schulenberg '41, served as a combat correspondent with the Marines on Iwo Jima.

**S/SGT. WILLIAM C. BEQUETTE** (Montana '41) was awarded the Bronze Star for conducting under fire a personal reconnaissance of a strong enemy opposition, during a landing operation by his Infantry division in the Pacific. He also has a Presidential Unit Citation. This spring he visited Montana's campus while home on furlough.

**MAJ. FRED W. MAY** (Missouri '28), with the Intelligence Division of the Army, is serving in the countries of Lebanon and Syria, with headquarters at Beirut and Damascus.

**FIRST LT. CHARLES E. LOGAN** (Illinois '33) is serving as PRO for the Fourth Marine Air Wing in the South Pacific.

# THE BOOK BEAT

By DICK FITZPATRICK

**FREEDOM IS MORE THAN A WORD**, by Marshall Field. Chicago: University of Chicago Press, 1945. 190 pp. \$2.50.

**LIBERTY AND THE PRESS**, by Philip Kinsley. Chicago: The Chicago Tribune, 1944. 99 pp.

**CHICAGO** in the next decade will probably be the scene of the most famous war in twentieth century American journalism.

The main fight will be between the young and liberal Chicago *Sun* and the powerful and arch-conservative Chicago *Tribune*. The owners of both papers come into the ring with extensive financial resources and great individual independence, as publishers, of outside influences.

"Freedom Is More Than a Word" was written by the *Sun's* owner, multimillionaire Marshall Field, to give an exposition of "my underlying thinking and philosophy as a publisher."

Basically, publisher Field believes that one must have economic security, peace, access to facts (a free press), and toughness. He feels that there is actually little free discussion in America's papers and that the American people and publishers have permitted freedom of the press to become "a glittering generality, operated chiefly to protect the vested interests of a special class."

**FIELD** devotes a good portion of his book to a discussion of his fight with the Chicago *Tribune*. He quotes extensively from editorials in the '20's and '30's, which put the *Tribune* in the position of favoring Japan's aggressive policies. In one place he has this to say about his big rival:

"When the *Tribune* disagrees with anybody for one reason or another, it has a regular and well-established technique for handling the matter. The recalcitrant is first called a "Red," then he is reviled and scorned, belabored and vilified and misinterpreted."

Later on, he says: "The Chicago *Tribune*, the New York *Daily News*, The Hearst Press, and certain columnists have given every evidence of having no fear that their freedom to heckle the government would be actually curtailed, to judge from the continued virulence of their heckling."

In his chapter on better access to facts, the *Sun's* publisher declares: "Like daily newspaper publishers, the owners and operators of radio stations are not sufficiently numerous, in any but a few localities, to avoid being faced with temptations to impose the prejudices of vested interests upon station utterances in lieu of intelligent discussion."

An interesting observation of Field's is his comment about radio news. He says, "Another problem confronting radio stations is the manner in which they at first permitted themselves to acquiesce in daily newspaper domination of the major worldwide newsgathering networks."

Field's book makes interesting reading for there is every indication that he plans further to invest his millions in the field of journalism (farm journalism is a new

Field publishing venture) and "Freedom Is More Than a Word" is an attempt to tell why.

**IN** "Liberty and the Press," Chicago *Tribune* writer and historian Philip Kinsley gives the history of his paper's fight to preserve a free press for the American people. Kinsley, in his introduction, reaches the conclusion that "Freedom of the press, for all practical purposes, is whatever the higher courts, under the guidance of the basic law, say it is."

Then in ninety-nine pages Kinsley outlines how the *Tribune* spent \$3,000,000 to fight a libel suit brought by Henry Ford, one brought by the City of Chicago, and how his newspaper brought about the killing of the Minnesota gag law and beat the NRA proposal which would result in licensing of the press.

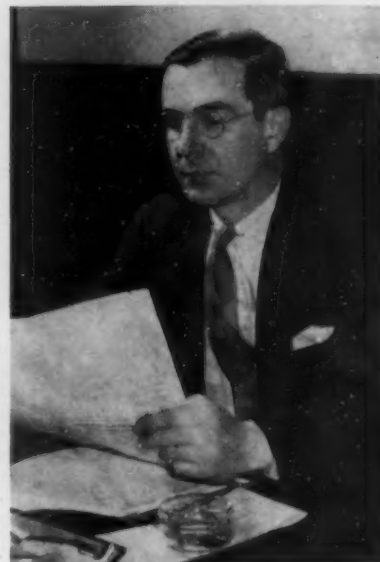
Thirteen pages of the book are devoted to the *Associated Press* case. The table of contents does not list it, but there is a thirteenth chapter in the book called "The Government Again Interferes," which carries five pages of criticism of the WPB and its administration of newsprint controls.

## Book Briefs

**THESE** days when one sometimes feels in a contemplative mood, it is often difficult to find a book to suit that feeling. Fro those who want to be both entertained and instructed Charles Morgan of the London *Times* has written a series of essays called "Reflections in a Mirror" (Macmillan Company, \$2.50). Morgan touches on persons, places and things and, in an essay on Westminster Abbey, gets off this wonderful thought, "To know anything completely is to kill it . . . it is the quality of greatness in all great things—in books, in love and in the gods, to defy human acquisitiveness, to outrange our knowledge, to transcend our finalities, reserving within themselves that area of the unknowable and unseizable, which is the window to all our prisons." Morgan has written one of the best collections of essays published in recent years.

James N. Young, an associate editor of *Colliers*, has prepared a valuable book for the beginning writer of fiction—"101 Plots Used and Abused" (The Writer, Boston, \$1.25). In this handy little volume, Young gives plots which have seen better days and says, "Old though they be, the skilled craftsman can still reclothe their bones so as to produce the illusion of novelty. The inexperienced writer should be leary of them. Editors have long memories." Young's eight-page introduction contains many good suggestions which would be helpful to the beginner.

Top honors should go to PM photographer Weegee for the collection of photographs published in "Naked City." (Essential Books, New York \$4.00.) Anyone on a newspaper who has to take pictures, handle pictures or in other allied professions deals with graphic presentation, should buy this book and look through it every now and then to see what constitutes good photography.



## Emory Initiates Virginius Dabney

**THREE** widely known southern journalists have been initiated as professional members of Sigma Delta Chi by the Emory University Chapter.

Virginius Dabney, editor of the Richmond (Va.) *Times Dispatch*, was inducted at a special ceremony this spring. In addition to his work as a newspaperman, Mr. Dabney has written two books, "Liberalism in the South" and "Below the Potomac." He has been in the forefront of many liberal and progressive movements in the south.

Dr. Harold Ehrensperger, editor of *Motive* magazine, Nashville, Tennessee, was initiated on June 27 following a luncheon at which the Emory University chapter entertained the members of the Atlanta professional chapter. Dr. Ehrensperger was on the Emory campus as a visiting lecturer in the course in "Religious Journalism" which is offered each summer.


At the same meeting William H. Boring, feature writer of the Atlanta *Constitution*, was initiated. Mr. Boring, a former associate editor of *Look* magazine, and more recently connected with the foreign division of the O.W.I., was an alumnus of the old Emory Press Club, which was granted a charter of Sigma Delta Chi in 1942. He has recently returned to Atlanta.

## Temple U. Initiates Five in Philadelphia

**FIVE** Philadelphia newspapermen were initiated as professional members of Sigma Delta Chi July 12 by the Temple University chapter. Following the ceremony, plans were discussed for forming a professional chapter of the fraternity in Philadelphia this fall.

The initiates were Walter Lister, managing editor of the *Record*; Leo Riordan, executive sports editor of the *Inquirer*; Charles Fisher, columnist for the *Record*; Harrison W. Fry, editor in charge of educational features for the *Evening Bulletin*, and Don Fairbairn, of the *Bulletin* feature staff.





On March 15, the billionth barrel of crude oil was processed at the refinery of the Lago Oil and Transport Company, Ltd., Jersey affiliate on the little island of Aruba in the Netherlands West Indies. No other refinery in the Americas has equalled the record, which is more notable in view of the relatively short time—only 16 years—that the Aruba plant has been operating.

*(From a note in the Standard Oil Company (N. J.) publication, The Lamp, April, 1945.)*

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# Capital Comment

By DICK FITZPATRICK

**W**ASHINGTON—Sigma Delta Chi around the nation's capital have won their share of honors recently. And their share of odd things has happened to them as well. . . .

Marquis W. Childs (Washington, D. C., Professional '44), winner of this year's Sigma Delta Chi Achievement Award for Distinguished Washington Correspondence, is one of Washington's best-known newspapermen.

Mark worked for the *United Press* and then went to work for the *St. Louis Post-Dispatch*. In 1934 he was transferred to the PD's Washington bureau and was there until last year, when *United Features Syndicate* selected him to replace the late Raymond Clapper (Kansas '17) as a Washington columnist.

Mark became well known in intellectual circles in this country when in 1935 he wrote "Sweden: The Middle Way." This book is still a basic text on the co-operative movement. But that is not all that he's written. He's the author of "They Hate Roosevelt," "This Is Democracy," "This Is Your War," "I Write From Washington," and co-author of "Toward a Dynamic America."

Mark also wrote two novels, "Washington Calling" and "The Cabin." He was presented with the medallion and certificate at the July 20, 1945, dinner and initiation of the Washington chapter of the fraternity.

**A**NOTHER Washington SDX recently honored is Jerry Klutz (Washington Professional '44), a Washington *Post* columnist. Klutz daily writes "The Federal Diary," which is gospel for government workers in Washington and for many newsmen who look for sidelights on what goes on in the federal service. Klutz turned down an offer of the city editorship on the *Post* to start the Civil Service column. The award was made by the Society for Personnel Administration.

The letter accompanying Klutz's reward reads, "Your column, The Federal Diary, has been an effective source of information and opinion relating to personnel problems. The simplicity, clarity and personal appeal of your writing have won for you outstanding recognition and high esteem from the reading public."

**A**UBREY GRAVES (Colorado Professional '37), managing editor of Scripps Howard's *Washington Daily News*, was doing his work one day when he heard somebody yell "Stop!" as he put out another cigarette on his battered and scarred desk. He had noticed for the last several days that when people had walked by they had looked at the desk with reverence. This was a few weeks after the death of Ernie Pyle (Indiana '23).

Finally one day several movers came in with somebody from the business office



**HEAD LOS ANGELES ALUMNI—(Left to right)—Dr. Roy French, treasurer; Harvey Ling, secretary; William Shea, president; Roy Rosenbery, vice-president.**

**B**ILL SHEA (Southern California Professional '40), publisher of the *Culver City Star News*, was elected president of the American Institute of Journalists, Los Angeles graduate chapter of Sigma Delta Chi for the 1945-46 term and took office at the June 27th meeting at the Taix French Restaurant.

Other officers are Roy Rosenbery (Southern California Professional '39), editor of the *Inglewood News*, vice-president; Harvey Ling (Southern California Professional '40), publisher of the *Burbank Review*, secretary, and Roy L. French (Wisconsin '15), director of the U.S.C. School of Journalism, treasurer.

Shea succeeds L. D. Hotchkiss (Southern California Professional '38), managing editor of the *Los Angeles Times*, who becomes a new member of the board of directors with Rosenbery, Bill Payette (Southern California '35), manager of the *Los Angeles Bureau of United Press*, and Hub Keavy (Southern California Profes-

sional '44), manager of *Associated Press* Los Angeles office.

Battle-front experiences of men who have made headlines in both the European and South Pacific fronts were related by speakers led by Roy Bennett, editor of the *Manila Daily Bulletin*, who was imprisoned for 13 months in Santiago Prison.

Virgil Pinkley (Southern California Professional '40), European manager of *United Press*, told of interviews with leading generals and incidents of the American Army in Germany. Art Cohn, former sports editor of the *Oakland Tribune*, gave incidents of the India-Burma and European fronts. Mat Weinstock, columnist of the *Daily News*, described his experiences of a 25,000 mile tour of the South Pacific.

JOHN BURNHAM (Wisconsin '26) is night city editor of the *Fargo (N. D.) Forum*. He had been managing editor of the *Wisconsin Rapids Tribune*.

and Graves was told he would have to give up his desk. Graves said, "Why that's Ernie Pyle's old desk, he had this job before I did and so when I inherited the job I inherited the desk."

The man explained, "We are going to restore the desk. Get rid of all these scars and burns. It is going to be put in a museum."

So Graves now has a new desk. . . .

**L**IEUTENANT BARNEY CAPEHART (Washington, D. C., Professional '45), director of public relations for the Naval Air Transport Service, deserves an award for quick thinking. Barney, a former *New York Herald-Tribune* reporter and before the war aviation specialist for *Colliers Magazine*, was in charge of the Navy's part of a christening of an Army and Navy hospital air evacuation unit by Mrs. Truman. It was her first public appearance. There were many people on hand.

The First Lady took a bottle of champagne in her hand and swung at the four-

engined Army plane. Bong! The bottle didn't break. Bong-g! The crowd began to laugh. A great many faces began to get red. The First Lady swung seven times and missed and an Army officer tried four times after that.

Having no luck with the Army, Mrs. Truman approached the Navy ship. Capehart looked at the stand and saw his Admiral with other gold braid. Turning to a CPO by his side, he said, "Chief, get me a hammer." With a hammer head in his hand and its handle up his sleeve, Capehart got beneath the nose of the ship while Mrs. Truman mounted the platform for her initial swing.

Bong! Capehart said to himself: "This will never do." So, as the First Lady swung the second time, Capehart put the hammer up in the path of the bottle. Crash! Splash! The crowd cheered and Cape passed the hammer to the Chief, who immediately disappeared. Nobody would have known the difference had it not been for an Acme photographer who snapped Cape in the act!





BUY WAR BONDS AND STAMPS

## What's wrong with America's health?

Doctors, editors, congressmen and thoughtful citizens are concerned by the same stark fact: *40% of America's young men are unfit for military service.*\*

This doesn't make us a nation of weaklings. Ask our enemies! And it's no reflection on the men themselves. Most of them are serving usefully in other ways. *But it does show that America's health is far below what it should be.*

Three chief remedies have been suggested — preventive medicine, physical training, and diet. The last is often overlooked. But it has been officially estimated that *about 1/3 of all Selective Service rejections are caused directly*

*or indirectly by nutritional deficiencies — lack of food or improper food.*

That's one big reason for the government's food education program, "U. S. needs US strong." It's one reason why schools and factories regularly serve milk to their students and workers. For milk is nature's most nearly perfect food. Surgeon-General Parran recommends "a pint a day for adults, a quart for children."

Moreover, millions of men in uniform are learning better food habits. This should help America's health in years to come. Meantime, at National Dairy, we are doing our best to protect and improve the quality of milk and its many products — while our lab-

oratories develop milk in other new forms that will benefit everybody.

*Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.*



\*Report of the Senate Subcommittee on Wartime Health and Education, January 2, 1945.

THE QUILL for July-August, 1945

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